Exhibit 1

ESTIMATED CONSUMER TAKEAWAY

	ACTUAL VOLUME	PRIOR YEAR LOAD	CURRENT YEAR PAYBACK	ESTIMATEDCONSUMER TAKEAWAY VOL.	% CHG
1980	616.7			616.7	
1981	626.5		1.744	624.7	1.30%
1982	622.3	1.744	8.8	615.3	-1.52%
1983	596.0	8.8	9.8	595.0	-3.30%
1984	599.7	9.8	15.5	594.0	-0.16%
1985	594.7	15.5	22.1	588.1	-0.99%
1986	581.9	22.1	28.3	575.7	-2.10%
1987	570.0	28.3	31.2	567.1	-1.49%
1988	557.8	[illegible]	[illegible]	555.6	-2.03%
~~1989~~					

	ACTUAL VOLUME			VOL.	% CHG VS.1988
BASE CASE	537.2			536.8	-3.38%
ELAST:CONS EST(SHIP)-MIN	535.7			535.3	-3.65%
ELAST:CONS EST(SHIP)-MAX	539.7			539.3	-2.93%
REGRESSION	538.4			538.0	-3.17%
ELAST:SHIP-MIN	537.4			537.0	-3.35%
ELAST:SHIP-MAX	540.3			539.9	-2.83%
REDUCE LOAD 50%	520.3			536.8	-3.38%
REDUCE LOAD 25%	528.8			536.8	-3.38%
MATCH 1988 LOAD	537.2			537.2	-3.31%

2045378054

☐ PLEASE CALL
☐ WILL CALL AGAIN
URGENT
☐ PHONED
☐ CALLED TO SEE YOU
☐ WANTS TO SEE YOU
☐ RETURNED YOUR CALL
MESSAGE
PER
FORM #2067 INC REV. 6/82

- Coupon ¢

÷ Ind = x̄ × 204

÷ 591696 × 20 = 1.06

÷ 56 [illegible] 3 × 20 = 1.47

÷ 570037 × 20 = 1.87

÷ 557803 × 20 = 2.464

÷ 537,200 × 20 = 2.96

÷ 522,150 × 20 = 3.47

use 15 increase in 1990 ¢ per pack

Keep ~~[illegible]~~

~~2.464 + 10~~ = 2.46 1989

~~2.71~~ 2.46 × 1.15 = 2.83 1990

Source: https://www.industrydocuments.ucsf.edu/docs/tqfj0004